

Message Text

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PAGE 01 RIO DE 01436 061741Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

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R 061440Z MAY 75

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 2478

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMCONSUL SALVADOR

AMEMBASSY CARACAS

AMEMBASSY BUENOS AIRES

UNCLAS RIO DE JANEIRO 1436

FOR COMMERCE FROM TED JOHNSON

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: U.S. CHEMICAL INDUSTRY TRADE MISSION - SAO PAULO

1. MISSION MEMBERS HAD A FULL SET OF APPOINTMENTS FOR THE THREE DAYS IN SAO PAULO. INDIVIDUAL APPOINTMENTS WERE HELD IN THE BIC AT THE SAO PAULO HILTON HOTEL. A MAJOR RECEPTION HOSTED BY CONSUL GENERAL FREDERIC L. CHAPIN WAS ATTENDED BY OVER 100 PERSONS. MISSION MEMBERS INDICATED THAT THIS AND OTHER RECEPTIONS WERE EXTREMELY VALUABLE IN MAKING LOCAL INDUSTRY CONTACTS TO DISCUSS SALES AND LOCAL REPRESENTATION.

2. THE FINAL DAY OF THE MISSION IN SAO PAULO INCLUDED A TOUR OF THE FACILITIES OF PETROQUIMICA UNIAO AND TETROMERO S.A., AND A VISIT TO THE OFFICES OF A LOCAL PETROCHMICAL AFILIATE OF NATIONAL DISTILLERS. PETROQUIMICA UNIAO HOSTED A LUNCHEON FOR MISSION MEMBERS.

3. THE FIVE MISSION MEMBERS PROJECTED US\$375.000 IN SALES THE FIRST YEAR IN SAO PAULO AND OUTLINED NINE POTENTIAL AGENCY AGREEMENTS, TWO JOINT VENTURE POSSIBILITIES AND TWELVE FIRM SALES LEADS. ONE-MEMBER SOLD TESTING EQUIPMENT VALUED AT US\$8000.

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PAGE 02 RIO DE 01436 061741Z

4. ENTHUSIASM FOR POTENTIAL IN THE PETROCHEMICAL INDUSTRY IS EXPRESSED IN EXCERPTS FROM MISSION MEMBERS REPORTS; AMERACE CORP. DANIEL C. SMERALD "BRAZIL REPRESENTS A MAJOR BUSINESS OPPORTUNITY FOR DOMESTIC MANUFACTURERS. IN ORDER TO PARTICIPATE, WE MUST ASSEMBLE AND MAKE MANUFACTURE COMPONENTS IN BRAZIL. THE MARKET CAN EASILY ABSORB A NEW PRODUCT. THE MARKET FOR OUR PRODUCTS IS GROWING NOW AT OVER 20 PERCENT PER YEAR AND IS TIED TO THE GROWTH IN MACHINE TOOLS AND CAPITAL GOODS"; DAVY POWERGAS INC. SAMUEL A. GARDNER "DAVY POWERGAS HAS JOINT VENTURE ENGINEERING PARTNER IN SAO PAULO TRIP CONVINCED ME OF NECESSITY FOR STRONG TECHNICAL AND SALES SUPPORT FOR ON-GOING EFFORT"; HOKE INTERCONTINENTAL DR. W.O. TEETERS "IN ADDITION TO APPOINTING AN AGENT, WE MAY CONSIDER LONG RANGE MANUFACTURE"; RIDGE INSTRUMENT COMPANY, RICHARD PEUGEOT "SAO PAULO REPRESENTS OUTSTANDING MARKET POTENTIAL FOR MOST OF OUR EQUIPMENT SINCE BRAZIL HAS NOTHING SIMILAR. WE EASILY SOLD OUR ULTRASONIC TEST EQUIPMENT"; THERMO ELECTRON CORP. DEXTER V. DUNLAP "THERE IS MORE IMMEDIATE POTENTIAL IN SALVADOR, BAHIA THAN IN SAO PAULO. HOWEVER, THE LONG TERM OVER-ALL BUSINESS LOOKS VERY GOOD FOR SAO PAULO AND REPRESENTATION FOR BAHIA WILL, IN ALL LIKELIHOOD, BE HERE."

5. MISSION DIRECTOR SAMPSON HELD A DEBRIEFING SESSION WHERE THE FOLLOWING COMMENTS WERE MADE: (A) WASHINGTON BRIEFING OF MISSION MEMBERS SHOULD BE DONE INDIVIDUALLY AT A MUTUALLY AGREED UPON TIME BETWEEN MEMBERS AND ADVANCE OFFICER. IN THIS FASHION EACH MEMBER COULD ASK MORE QUESTIONS ABOUT MARKET AND PINPOINT BETTER WHAT HAS BEEN ARRANGED FOR HIS SCHEDULE; (B) A CLEAR DEFINITION OF THE TYPES OF POTENTIAL APPOINTMENTS DESIRED BY EACH COMPANY MUST BE INCLUDED ON THE FORMS SENT TO THE POSTS.

6. MISSION BUDGET IN SAO PAULO: SMF US\$700; COMMERCE US\$1.130.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975RIODE01436
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750158-1123
From: RIO DE JANEIRO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750577/aaaacsmd.tel
Line Count: 95
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUL 2003 by BrownAM>; APPROVED <04 MAR 2004 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. CHEMICAL INDUSTRY TRADE MISSION - SAO PAULO
TAGS: BEXP, BR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006